



American Café at Hostex 2005

- AMERICAN CAFÉ:** The American Café offers a unique opportunity and cost effective means for producers and suppliers of American food products to display their product lines and gain maximum exposure at an international trade show.
- THE VENUE:** Sandton Convention Center, Sandton
Johannesburg, South Africa
- THE DATES:** March 13-16, 2005
- THE DEADLINE:** January 15, 2005
- COST SAVINGS:** A company does not have to send a representative to the show, which translates to savings on transportation, hotel, labor, and other related expenses. All the company has to send is its products and USDA will arrange to have them displayed or prepared and served to attendees.
- THE MARKET:** Tourism, with an estimated annual growth rate of 12 percent, is the fourth largest industry in South Africa, supporting more than 700 hotels, 2,800 guesthouses and 10,000 restaurants. According to the South African Department of Environmental Affairs and Tourism, the number of foreigners visiting South Africa increased by 6 percent in 2003 from the previous year. The total contribution of tourism to the national economy is estimated at more than \$10 billion annually.
- Benefiting from this growth in terms of increased trade and investment opportunities is the hospitality industry, which includes a vast array of well-developed and sophisticated hotels, guesthouses, restaurants, cafes, resorts, country clubs, fast food outlets, bars, airlines, supermarkets, gas stations and convenience stores.
- South Africa, with an expanding middle class and a relatively stable economy, presents growing opportunities for U.S. exports of niche food products. In addition, with its well-developed transportation infrastructure, South Africa is ideally placed to serve as an export hub to markets throughout the region.

BEST PRODUCTS:

- | | |
|---|---------------------|
| • Pasta | Chocolate candies |
| • Convenience foods | Nuts and peanuts |
| • Frozen, prepared foods for HRI Sector | Poultry |
| | Pet foods |
| • Tex-Mex foods | Consumer-ready rice |
| • Greek foods | Dairy products |
| • Popcorn | Fresh fruits |
| • Sauces | Fish and Seafood |
| • Private label products | Cereals |
| • Whisky | |

BOOTH FEES:

For a minimal fee of \$400 a company can have its product displayed and sampled without the full expense of having its own booth.

TRADE SHOW SUPPORT: USDA staff will maintain close contact with companies whose items are displayed at the Café informing them of any interest in their products. Our office in Pretoria has developed a close relationship with the Restaurant Association of South Africa, and we will invite the key chain restaurants to visit our Café.

THE APPLICATION:

Please fill out the attached form and fax it to USDA Trade Show Office below.

USDA CONTACTS:

Tobitha Jones
USDA Trade Show Office
Phone: 202-690-1182
Fax: 202-690-4374
Email: Tobitha.Jones@usda.gov

Sincerely,

Scott R. Reynolds, Agricultural Counselor
American Embassy, South Africa

**APPLICATION FORM
AMERICAN CAFÉ
HOSTEX 2005
Sandton Convention Center, Sandton
Johannesburg, South Africa
March 13-16, 2005**

(Please type of print clearly)

Company Name: _____
Contact Name: _____
Address: _____

Phone Number: _____
Fax Number: _____
E-mail (optional): _____

Product information:

- Maximum number of products is 5.
- Maximum weight of all products cannot exceed 100 pounds*
- Please include in your shipment, along with products, any brochures, business cards and/or company literature that you wish to have distributed.
- The cost to display all your products is \$400. No refund is provided after December 15, 2004.
- Please see payment form attached.

Product types and description:

1. _____
2. _____
3. _____
4. _____
5. _____

Special instruction for product display (please indicate below):

Promotional items to be included:

1. _____
2. _____
3. _____

** anything over 100 pounds will be billed to your company*

**HOSTEX
March 13-16, 2005
AMERICAN CAFÉ
Payment Procedure**

CREDIT CARD PAYMENT:

- | | |
|---|---|
| <input type="checkbox"/> Credit Card (check one): | <input type="checkbox"/> American Express |
| <input type="checkbox"/> MasterCard | <input type="checkbox"/> Discovery |
| <input type="checkbox"/> Visa | |

Card Number: _____

Expiration Date: _____

Signature: _____

Company Name: _____

Contact Name: _____

Address: _____

Check Payment:

Make Check Payable to: USDA/FAS

Send Application Form & Payment to:

Regular Mail:

Tobitha Jones
USDA Trade Show Office
STOP 1052
Room 4939, South Building
Washington, DC 20250-1052
Tel: (202) 690-1182
Fax: (202) 690-4374

Courier Service:

Tobitha Jones
USDA Trade Show Office
Room 4646, South Building
14th St. & Independence Ave., S.W
Washington, DC 10250-1000
Tel: (202) 690-1182
Fax: (202) 690-4374

Deadline for receipt of application form and payment: January 15, 2005.

Shipping information and deadline will be provided at a later date.

Buyers information will be sent to you by April 30, 2005

